

BARRE DAILY TIMES

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Frank E. Langley, Publisher.

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THURSDAY, APRIL 14, 1904

The average daily circulation of the Barre Daily Times for the week ending Saturday was

3,145

copies, the largest paid circulation of any daily paper in this section.

MAINTAINING THE NATIONAL GUARD.

The subject of keeping up the National Guard, which has become quite important since the announcement was made that the Brandon company was likely to lapse into inaction, has caused considerable discussion throughout the state, and in all the discussion the fact is emphasized that the National Guard must be kept up to the highest point of efficiency that is possible. The conditions that appear to be responsible for the decline of the Brandon company exists to, a less degree, in all the companies of the state, a spirit of half-heartedness that is inimical to the progress of any organization. As a matter of fact the romance has been knocked out of National Guarddom, if that expression may be used; since the reorganization there has been more soldiering and less acting, more work and less belated play. Understanding that, there is little wonder that the enthusiasm should wane to a certain extent, that those who have been proud of natty uniforms should hesitate to drag their fiery through the mud and grime of hard work. But the majority of the members know full well that the new regime is better, and, taking the common-sense view of the situation, will, we believe, maintain the Guard to the highest point of efficiency and discipline. Such things that can be done to make the service more attractive should be done, but the discipline, both at muster and away, must not be relaxed.

The Rutland News waxes enthusiastic over the outlook for baseball in the Northern League and says: "From all reports, the baseball season of 1904 will be a notable one in Rutland, as well as in the other cities comprising the Northern Baseball league. Never before has a similar enterprise been inaugurated in a more business-like manner, nor has it been upon a firmer financial footing. As a general rule, business men of recognized ability have the undertaking in charge." It is in the fact that the teams are backed by business men that we have hopes for the continuance of the league until the schedule is finished. Oftentimes these semi-professional teams end in a fizzle owing to incompetent management, and the sport is given a black eye, from which it is difficult for it to recover.

The Senators at Washington are considering what treatment to accord Senator Burton who was recently convicted of "selling his influence," whether they will receive him with open arms or spurn him with disdain. The kindest instincts prompt one to extend the welcome hand to a man who has fallen in crime, but in this case justice seems to demand that Burton be treated as he has been shown to be deserving of treatment. A man in his high position, who stoops to the action that he showed himself capable of taking and as he did take, does not deserve decent treatment. To accentuate the magnitude of his offense in his own eyes the cold shoulder is what he needs.

The Republican voters of this city should not overlook the caucus at the city court room this evening, for the purpose of electing eight delegates to represent the Republican voters at the district convention and eight for the state convention, a slight matter to attend to, but of considerable importance for all that.

The St. Johnsbury Republican has been canvassing the Democratic political situation in Caledonia county and find that the sentiment is either for Olney or for Parker, while not one man was interviewed who declared for Hearst. The Hearst boom has not struck that section so suddenly as some others.

If the Japanese did not sink the Rus-

J. W. GRADY.

Merchant Tailoring.

ALSO CLEANING AND REPAIRING

J. W. GRADY,

UP STAIRS,

Quinlen Block, - Barre, Vermont.

F. H. ROGERS & Co.



Umbrellas appear on the sculptures of Ninevah, but they were first used in England about 1750.

Umbrellas are all right as far as they go—they are social things, will protect her hat. We sell good ones at \$1.00, but for the real thing the new Spring Rain Coat is what every man ought to have. Our prices run from \$10.00 to \$35.00 each.

TAILOR SHOP IN THE STORE.

F. H. ROGERS & Co.

Successors to Rogers & Grady Co.,

Quinlen Block, - Barre, Vermont.

Asian battleship Petropavlovsk, the results are the same. The Japs have had so many successes that they can afford to share the honors with Russia's own mines.

A despatch received yesterday stated that the Russian admiral, Makaroff, was "apparently dead." This was possibly to prepare us for the actuality.

Richard Olney swept his home state pretty thoroughly Tuesday night, but that was to have been expected.

On the banks of the Yalu, far away.

ABOUT THE STATE.

Items of Interest Gleaned From Our Exchanges.

It is expected that the new three-story brick hotel at Manchester Depot will be ready and open for business some time in the month of June.

The annual tournament of the Vermont State Golf Association will probably be held at the grounds of the Rutland club August 17, 18 and 19.

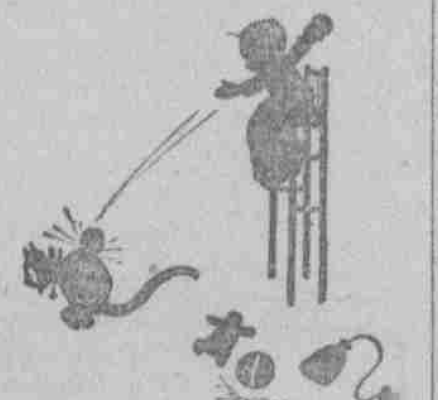
State Superintendent of Education W. E. Ranger of Montpelier is arranging for summer schools to be held at Rutland and St. Johnsbury the first two weeks in August. It is believed that by having only two schools more teachers will be attracted to attend and better talent for instruction will be secured. The best instructors in New England will be engaged and announcement of the programme will be made later.

JINGLES AND JESTS.

Reverend of Westb.
"How rich is he?"
"Well, he's rich enough to have appendicitis."—Brooklyn Eagle.

Overstrung.
Could any one call us stupid?
Or deny that it is so?
If we were to say that could
Has too many strings to his bow?
—Philadelphia Bulletin.

Strange, isn't it?



The Baby—Now, that's funny. Kitty doesn't seem to appreciate my marksman's skill. —New York American.

BARRE OPERA HOUSE

Tuesday, April 19th.

The Season's Solid Success!

The Big Farce Comedy Boom,

LOOPING THE LOOP

ROSS SNOW

As the original Happy Hooligan, assisted by a

Brilliant Array of Show Girls

And Clever Comedians in an endless chain of laughter. See all the Funny Characters from the New York Sunday Journal.

Evening Prices: 35c, 50c, 75c, \$1.00
Special Matinee: 25c, 50c and 75c

SUCCESS COMES QUICKLY.

L. K. Liggett, Originator of the Rexall Remedy Plan, Tells How Publicity Brought Results.

The story of the success of the United Drug Co. illustrates the wonderful possibilities of brains, energy and newspaper advertising. The company has been in existence less than a year and a half, and yet it is today recognized as one of the leading manufacturing drug concerns of the country, and its products, all bearing the name of "Rexall," are known from one end of the land to the other.

The Rexall plan is unique in many ways. The organization is composed of the leading retail druggists of the country. Only one druggist in each city is allowed to become a stockholder, and he the most reliable and enterprising.

The local stockholder has exclusive sale in his community of the Rexall goods, and receives the full benefit of the advertising. Not a dollar's worth of Rexall remedies are sold to jobbers. From laboratory direct to consumer is this new company's policy. Thus the purchaser knows he is receiving absolutely fresh goods of full strength. He knows, too, that he obtains these remedies at the actual cost price with but one small profit added—that of the local stockholder.

One hundred and fifty Rexall remedies are now on the market, all of which are carried by Rickett & Wells who are the local representatives of this great company, and more are in course of preparation. There will be "one for each human ill," and the specialists at the Rexall laboratories estimate that there are about three hundred ills.

The Rexall plan originated in the brain of Louis K. Liggett, the chief stockholder and general manager of the company. Mr. Liggett was general manager of the Vinol company and made a remarkable record in that capacity.

It is reported that he sold \$15,500 worth of Vinol in three days, before a dollar's worth of advertising had been done.

In selling Vinol from Maine to California Mr. Liggett built up a wide acquaintance with leading druggists all over the country, and he devised the scheme of organizing a corporation composed of the most active druggists in all important cities and towns to manufacture every kind of remedy for which there was a sufficient demand, putting them all under a general trade name, and advertising that name until it should become a standard everywhere.

Within two months from the time he first thought of the plan Mr. Liggett had formed the largest and strongest drug organization in the United States—the United Drug Co.

Early in 1903 the laboratories of the new company were opened on Leon street, Boston, Mass. A big five-story building was purchased, and in less than a year's time the company was compelled to look for more room. Additional buildings in the neighborhood were rented, so that now over 300 people, 90 per cent of whom are skilled, are employed to make Rexall remedies. Besides this, arrangements are now being made for the erection of an enormous new laboratory by the side of the present home of the company, where 500 will be employed.

It was the aim of the U. D. Co. to secure only the highest class of chemists, as it is easily seen that should one remedy be poorly mixed or of an inferior grade, the purchaser of that remedy would never buy another Rexall article. In addition to this the company determined to sell each remedy under a specific guarantee to refund the purchase price if the remedy did not prove entirely satisfactory. If it did not cure the ailment for which it was sold. Today this Rexall guarantee is known far and wide and its undoubted genuineness has without question, added greatly to the popularity of Rexall remedies.

To say that Mr. Liggett is "a firm believer in newspaper advertising" would be equivalent to saying that he is a "firm believer" in food or clothing or any other essential.

"Newspaper advertising is so valuable," he said recently, "that I can see no sense in wasting time in discussing the subject. It must be used intelligently, but newspaper advertising is as essential to the manufacturer of a proprietary article as food is to the human body."

"Look at the work we have done on one of our new remedies, Rexall Muc-Tone, and you will have an idea of the possibilities of a newspaper advertising when it is judiciously handled. At the meeting of our stockholders on September 30, 1903, I announced that we had completed work on our new catarrh cure, which we would call Muc-Tone. Our stockholders examined the remedy and being practical druggists they instantly saw that it was a meritorious article. During that week our total orders from our stockholders were nearly \$20,000, this breaking all the world's records for proprietary medicine sales."

"This was very gratifying, because it showed the confidence of our stockholders in Rexall Muc-Tone, but that was only half the battle. The other half was to tell the people of Muc-Tone in such a manner as to persuade them to buy the great quantities of the remedy our stockholders had ordered."

"So we started on a campaign of newspaper advertising running two or three ads every week in the larger cities and gradually taking in the smaller cities and towns."

"The results have been more than satisfactory—they have been astonishing. Muc-Tone in a few months has become one of the leading catarrh cures of the country."

"The same thing is true of Rexall '93' Hair Tonic, another new remedy which we but recently began to advertise. From the very first day our newspaper work started '93' Hair Tonic was a success."

Glaze Fruits,
Marshmallows,
Walnut Caramels,
Klondike Drops

Fresh Made and Pure at the

BARRE CANDY KITCHEN.

Cleanse the Blood

And thereby benefit the Heart, Kidneys, Nerves and Liver. Take

Rexall Spring Tonic with Sarsaparilla

A purely vegetable remedy and contains no poisons metallic ingredients.

Honest Bottle!
Honest Medicine!
Honest Price!

Only 85c for full pint bottle.

For the bowels take Rexall Fruit Laxative. Price, 25c per bottle.

Red Cross Pharmacy,
Rickett & Wells,
160 No. Main St., Barre, Vt.

BARRE OPERA HOUSE

Entire Week, Commencing

MONDAY, APRIL 11TH.

Return of the Favorites by Special Request

MARKS BROS'

No. 1 Dramatic Co.

SUPPORTING



May A. Bell Marks,
In a New Repertoire of Plays.

TO-NIGHT,

A Bird in a Cage!

Friday Eve. East Lynne
Saturday Matinee Comille
Saturday Eve. Kathleen Marvonne

Evening Prices: 10, 15 and 25c
Matinee Price 10c

STANDISH'S

Frankfurters!

On sale by all the leading butchers in the city. They are superior to others.

Fresh Made 3 Times a Week.

Baldwin Apples

That have retained their flavor. They are juicy, crisp and sound. We are selling them for 40c per peck.

H. L. AVERILL & CO.

The New England Employment Bureau.

If you are in need of help, or employment, don't fail to call on us. We will do the rest.

Rooms 2 and 3,

Gordon Block, - Barre, Vt.

Tailored Suits!

Nobby styles in Tailored Suits, not shown elsewhere in this county, may be found just now at Montpelier's Busy Store.

L. P. & H. C. GLEASON

Saturday - - Wrappers!

79c

One hundred regular \$1.00 and \$1.19 Percelle Wrappers go in this sale Saturday at your choice for only 79c. This is an opportunity of a lifetime to buy one, two or three Wrappers, as they are good value at the regular price, \$1.00 and \$1.19. There are two qualities in this sale.

THE VAUGHAN STORE,

(Telephone 12-12)

44 North Main Street,

Barre, Vermont.

Maple Sugar and Syrup.

Plenty of Little's Sugar and Syrup. A trifle higher in price but much superior in quality. For sale by us.

M. J. McGOWAN,

Telephone 113-2.

South Main Street, Barre, Vt.

Suits For Young Men

We are doing more business every season in our Young Men's Department. Style does it and style is what the young men want. Their Clothes must be selected especially for them. The styles must be just right. They must have all the fashion there is in them. Young men, see our Suits before buying. Suits for young men of 15 to 20 years of age at from \$5.00 to \$15.00.

MOORE & OWENS,

122 North Main St.,

Barre, Vermont.

Rambler GASOLINE AUTOMOBILE



MODEL G, PRICE WITH TONNEAU, \$750.00 850.00

Long wheel base, eighty-one inches, four full elliptic springs, rides easy, powerful motor, 5-inch bore and 6-inch stroke, automatically governed spark, and stylish mercedes front and water cooler.

Starts from the seat. Simple to operate and care for. Especially adapted to physicians' use, but in every sense an able and roomy touring car.

Rambler Sixteen Horse-power Double Cylinder Touring Car, \$1,100.00 to \$1,350.00

A carload of Ramblers is expected to arrive at Williams' store this month. Call or write for Catalogue.

J. J. Williams' Automobile Station,
MONTPELIER, VT.